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1st Quarter

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Addendum to FSC-142-B	10/30/97
SUBJECT:	First Quarter 1998 Workplan

DISTRIBUTION:

X	AVP	X	KAM	X	DM
X	RSM	X	AM	X	RM
X	RBM	X	AE	___	Sales Rep
X	ROM			___	Retail Rep

Objective: Communicate updates to the First Quarter 1998 Workplan following our 1998 Planning Meeting and Sales Area ROM Conference Calls.

Purpose: Respond to Field Sales recommendations to improve workplan effectiveness.

Following are updates to the First Quarter 1998 Workplan. Requested automated templates for CTS pack and CTS carton promotions will be available for second quarter promotion execution. Please replace the following pages in FSC-142-B.

Replacement Page	Key Updates
1	• Workplan summary updated to show March WINSTON B2G1F.
3	• More details provided on CAMEL CTS B4G1F Sleeve Kits and Display Kits.
5	• WINSTON January 70¢ off 2-pack promotion to contain a pop-off sticker for use where necessary at retail. • Promotion objectives of WINSTON March B2G1F provided.
12	• Special floor display/POS kit available for March DORAL CTS outlet pack promotion.
14	• CAMEL Menthol B2G1F for chains crossing regional boundaries to be worked the first week of March/June. Promotions for accounts within region boundaries should be worked opportunistically given Newport's promotional activity. • Same WINSTON changes as noted on Page 5 for WINSTON 70¢ off 2-pack promotion.
15	• Based upon Field requests, product UPC codes for the DORAL $1.00 off 2-pack promotion will now be the same for pack outlet, CTS pack and supermarket promotions. • DORAL $1/2 packs January offer recommended VAP payment has been revised to be consistent with other VAP payments. • No VAP transfers required for DORAL $1/2 packs supermarket pack promotion.
17	• Based upon Field requests, product UPC codes for the DORAL B2G1F will now be the same for pack outlets and CTS pack. • Footnotes revised to more clearly define DORAL February promotions.

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Replacement Page	Key Updates
18	• DORAL CTS 5-pack sleeve promotion information updated.
	• WINSTON B2G Poster promotion changed to WINSTON B2G1F promotion (details to be provided at a later date). WAM accounts will participate in this promotion.
19	• DORAL and WINSTON first quarter DPC first delivery date to direct accounts revised to 1/2/98.
Attachment A	• Change from WINSTON B2G Poster to WINSTON March B2G1F. VAP delivery date to retail week of 3/16.
	• Notes CAMEL Menthol B2G1F updates.
Attachment B	• First DPC delivery dates to direct accounts revised to 1/2/98.
Attachment C	• DORAL January promotions first delivery date to direct accounts revised to 1/2/98.
	• DORAL March CTS 5-pack sleeve ship to retail date is 3/2/98.

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R. J. REYNOLDS TOBACCO COMPANY

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